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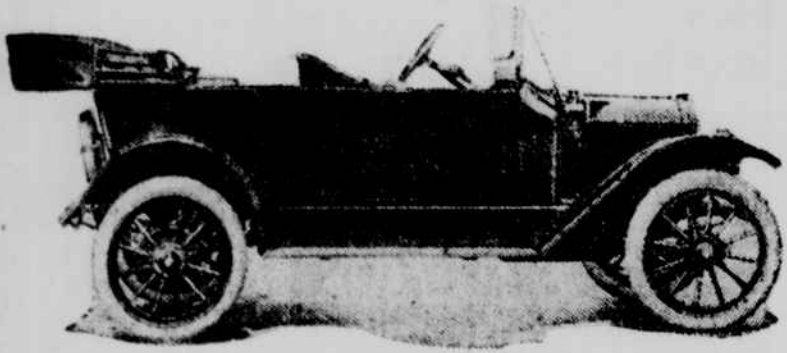
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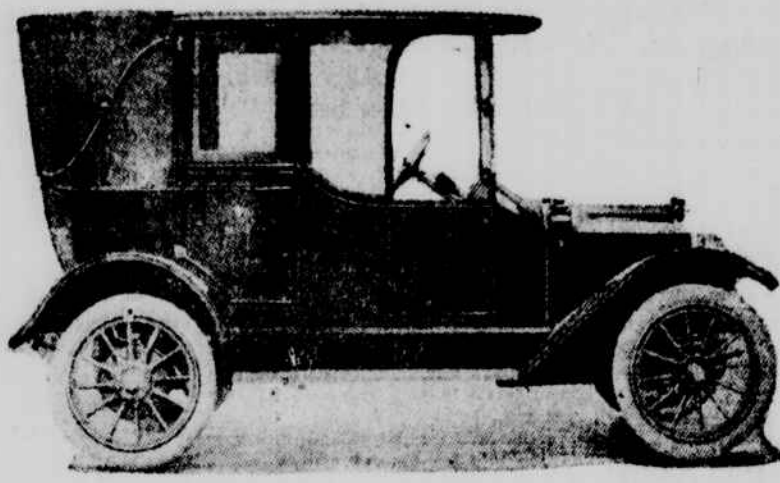
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# Pioneers of the Past---and of the Future!



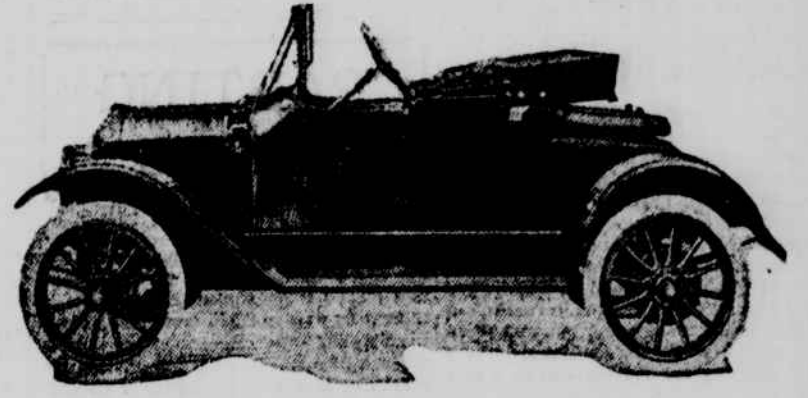
The "25-4" Touring Car \$750.

Everything you have a right to expect in an automobile is included in this car. Plenty of leg room, and all the seat space five adults require. Latest body design, streamline style, left hand steer, central control and many other features peculiar to the highest priced cars. Price \$750. Fully equipped. (Send for the book.)



The "25-4" Town Car \$950.

Capacity, 6 persons—2 in driver's seat—4 in rear. Landauette type. Ideal for an hundred kinds of service. Light, flexible and serviceable beyond any other at the upkeep cost. Same chassis specifications as the touring car (Send for the Book). Price \$950, fully equipped.



The "25-4" Roadster \$725.

A natty, classy, speedy, two-passenger car that will go anywhere any car will go—and faster. Same chassis specifications as the touring car (Send for the Book). Price \$725, fully equipped.

THE OLDEST and yet the newest car in this Automobile Show is the Maxwell "25".

NO NAME DATES FARTHER BACK in this industry---and yet if you look where the crowd blocks the aisle, you'll agree that visitors consider the latest Maxwell, the 25-4, the newest of them all.

TO SAY this \$750 car is the "sensation" of the 1914 show, would be trite—tho true. It is more than that.

## *It Is Revolutionary*

REVOLUTIONARY, because, never before has it been possible to obtain a car of such size, such capacity, such power, such performance and of such quality throughout, as you will see in this Maxwell "25" at the price—\$750, fully equipped.

REVOLUTIONARY, too, because maintenance cost has been reduced to the minimum by putting in this car the best steels known to science, thus making it light yet practically indestructible. So you can now not only afford to buy but to keep an automobile.

WE CALL IT an engineering triumph. And you'll agree we are justified when you recall that for years hundreds of thousands have been looking, hoping, waiting for such a car at the price.

WE SAY THIS CAR is the oldest car in the Show because more years of experience, more combined engineering skill, more know-how have gone into it than ever went into any other automobile at the price.

AND, BACKING UP that experience, that skill, that know-how is as much money as ever backed an automobile concern.

ADD TO THIS honesty of purpose, pride and a desire to make good and to deserve well at the hands of every owner and you have the elements that combined have produced this car that is the wonder of the Show; that blocks the aisle in front of the exhibit, and thereby is proclaimed the Newest as well as the Oldest car in the Show. The Pioneer of the past and of the future---

THE MAXWELL "25."

MAXWELL MOTOR COMPANY, Inc., Detroit, Mich.